WEB DEVELOPMENT/ADMINISTRATION

ACADEMIC		
AA		**SPEAKING AND LISTENING**
AA	1	Utilizes effective verbal and non-verbal communication skills
AA	2	Participates in conversation, discussion, and group presentations
AA	3	Communicates and follows directions and procedures
AA	4	Communicates effectively with customers and co-workers
AB		**READING AND WRITING**
AB	1	Locates and interprets written information
AB	2	Reads and interprets workplace documents
AB	3	Identifies relevant details, facts, and specifications
AB	4	Records information accurately and completely
AB	5	Demonstrates competence in organizing, writing and editing using correct vocabulary, spelling, grammar, and punctuation
AB	6	Demonstrates the ability to write clearly and concisely using industry specific terminology
AC		**CRITICAL THINKING AND PROBLEM SOLVING**
AC	1	Utilizes critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, and develop contingency planning)
AC	2	Utilizes innovation and problem-solving skills to arrive at the best solution for current situation
AC	3	Implements effective decision-making skills
AD		**MATHEMATICS**
AD	1	Performs basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, and ratios)
AD	2	Solves problems using measurement skills (e.g., distance, weight, area, and volume)
AD	3	Makes reasonable estimates
AD	4	Uses tables, graphs, diagrams, and charts to obtain or convey information
AD	5	Uses deductive reasoning and problem-solving in mathematics
AE		**FINANCIAL LITERACY**
AE	1	Locates, evaluates, and applies personal financial information
AE	2	Identifies the components of a budget and how one is created
AE	3	Sets personal financial goals and develops a plan for achieving them
AE	4	Uses financial services effectively
AE	5	Demonstrates ability to meet financial obligations
AF		**INTERNET USE AND SECURITY**
AF	1	Recognizes the potential risks associated with Internet use
AF	2	Identifies and applies Internet security practices (e.g., password security, login, logout, log off, and lock computer)
AF	3	Practices safe, legal, and responsible use of technology in the workplace
AG		**INFORMATION TECHNOLOGY**
AG	1	Uses technology appropriately to enhance professional presentations
AG	2	Demonstrates effective and appropriate use of social media
AG	3	Identifies ways social media can be used as marketing, advertising, and data gathering tools
AH		**TELECOMMUNICATIONS**
AH	1	Selects and uses appropriate devices, services, and applications to complete workplace tasks
AH	2	Demonstrates appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, and conference calls)
EMPLOYABILITY		
EA		**POSITIVE WORK ETHIC**
EA	1	Demonstrates enthusiasm and confidence about work and learning new tasks
EA	2	Demonstrates consistent and punctual attendance
EA	3	Demonstrates initiative in assuming tasks

EA	4	Exhibits dependability in the workplace
EA	5	Takes and provides direction in the workplace
EA	6	Accepts responsibility for personal decisions and actions
EB		**INTEGRITY**
EB	1	Abides by workplace policies and procedures
EB	2	Demonstrates honesty and reliability
EB	3	Demonstrates ethical characteristics and behaviors
EB	4	Maintains confidentiality and integrity of sensitive company information
EB	5	Demonstrates loyalty to the company
EC		**SELF-REPRESENTATION**
EC	1	Demonstrates appropriate dress and hygiene in the workplace
EC	2	Uses language and manners suitable for the workplace
EC	3	Demonstrates polite and respectful behavior toward others
EC	4	Demonstrates personal accountability in the workplace
EC	5	Demonstrates pride in work
ED		**TIME, TASK, AND RESOURCE MANAGEMENT**
ED	1	Plans and follows a work schedule
ED	2	Works with minimal supervision
ED	3	Works within budgetary constraints
ED	4	Demonstrates ability to stay on task to produce high quality deliverables on time
EE		**DIVERSITY AWARENESS**
EE	1	Recognizes diversity, discrimination, harassment, and equity
EE	2	Works well with all customers and co-workers
EE	3	Explains the benefits of diversity within the workplace
EE	4	Explains the importance of respect for feelings, values, and beliefs of others
EE	5	Identifies strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
EE	6	Illustrates techniques for eliminating gender bias and stereotyping in the workplace
EE	7	Identifies ways tasks can be structured to accommodate the diverse needs of workers
EE	8	Recognizes the challenges and advantages of a global workforce
EF		**TEAMWORK**
EF	1	Recognizes the characteristics of a team environment and conventional workplace
EF	2	Contributes to the success of the team
EF	3	Demonstrates effective team skills and evaluates their importance in the workplace (e.g., setting goals, listening, following directions, questioning, and dividing work)
EG		**CREATIVITY AND RESOURCEFULNESS**
EG	1	Contributes new ideas
EG	2	Stimulates ideas by posing questions
EG	3	Values varying ideas and opinions
EG	4	Locates and verifies information
EH		**CONFLICT RESOLUTION**
EH	1	Identifies conflict resolution skills to enhance productivity and improve workplace relationships
EH	2	Implements conflict resolution strategies and problem-solving skills
EH	3	Explains the use of documentation and its role as a component of conflict resolution
EI		**CUSTOMER/CLIENT SERVICE**
EI	1	Recognizes the importance of and demonstrates how to properly acknowledge customers/clients
EI	2	Identifies and addresses needs of customers/clients
EI	3	Provides helpful, courteous, and knowledgeable service
EI	4	Identifies appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, and website)
EI	5	Identifies techniques to seek and use customer/client feedback to improve company services
EI	6	Recognizes the relationship between customer/client satisfaction and company success

EJ		**ORGANIZATIONS, SYSTEMS, AND CLIMATES**
EJ	1	Defines profit and evaluates the cost of conducting business
EJ	2	Identifies "big picture" issues in conducting business
EJ	3	Identifies role in fulfilling the mission of the workplace
EJ	4	Identifies the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)
EJ	5	Recognizes the chain of command, organizational flow chart system, and hierarchy of management within an organization
EK		**JOB ACQUISITION AND ADVANCEMENT**
EK	1	Recognizes the importance of maintaining a job and pursuing a career
EK	2	Defines jobs associated with a specific career path or profession
EK	3	Identifies and seeks various job opportunities (e.g., volunteerism, internships, co-op, and part-time and full-time employment)
EK	4	Prepares a resume, letter of application, and job application
EK	5	Prepares for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, and dress appropriately)
EK	6	Participates in a job interview
EK	7	Explains the proper procedure for leaving a job
EL		**LIFELONG LEARNING**
EL	1	Acquires current and emerging industry-related information
EL	2	Demonstrates commitment to learning as a life-long process and recognizes learning opportunities
EL	3	Seeks and capitalizes on self-improvement opportunities
EL	4	Discusses the importance of flexible career planning and career self-management
EL	5	Employs leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, and shared vision)
EL	6	Recognizes the importance of job performance evaluation and coaching as it relates to career advancement
EL	7	Accepts and provides constructive criticism
EL	8	Describes the impact of the global economy on jobs and careers
EM		**JOB SPECIFIC TECHNOLOGIES**
EM	1	Identifies the value of new technologies and their impact on driving continuous change and the need for life-long learning
EM	2	Researches and identifies emerging technologies for specific careers
EM	3	Selects appropriate technological resources to accomplish work
EN		**HEALTH AND SAFETY**
EN	1	Assumes responsibility for safety of self and others
EN	2	Follows safety guidelines in the workplace
EN	3	Manages personal health and wellness
OCCUPATIONAL		
OA		**COMPUTER LITERACY**
OA	1	Demonstrate proficiency in a word processing package
OA	2	Demonstrate proficiency in a spreadsheet package
OA	3	Describe common applications of a database
OA	4	Demonstrate proficiency in a presentation package
OA	5	Send and receive electronic mail
OA	6	Print in landscape and portrait orientations
OA	7	Apply Internet etiquette and safety
OA	8	Explain the differences between a Web browser and a search engine
OA	9	Navigate a World Wide Web browser
OA	10	Identify Internet search engines and their advantages and disadvantages
OA	11	Demonstrate proficiency in the use of the Internet
OA	12	Identify what an operating system is, how it works, and be able to solve common problems

OA	13	Manipulate (e.g., create, copy, cut, paste, move, rename, delete) files and folders to manage and maintain data
OA	14	Discriminate between ethical and unethical uses of computers and information
OA	15	Demonstrate an understanding of copyrights and licensing
OA	16	Demonstrate an awareness of computer security and a basic understanding of ways to protect a computer (e.g., viruses, Trojans, Malware)
OA	17	Explain the impact of computers on society
OA	18	Identify types of computers, platforms, and devices explaining how they process information and how individual computers interact with other computing systems and devices
OA	19	Identify the function of computer hardware components
OA	20	Identify how to maintain computer equipment and solve common problems relating to computer hardware
OA	21	Identify how software and hardware work together to perform computing tasks and how software is developed and upgraded
OA	22	Identify different types of software, general concepts relating to software categories, and the tasks to which each type of software is most suited or not suited
OA	23	Demonstrate the safe and responsible use of resources, office equipment, and machines
OB		**INFORMATION TECHNOLOGY PROJECT MANAGEMENT**
OB	1	Determine client needs
OB	2	Determine the purpose and goals of the project
OB	3	Identify target audience
OB	4	Identify stakeholders and decision makers
OB	5	Define scope of work to meet client requirements
OB	6	Evaluate project requirements
OB	7	Estimate time requirements
OB	8	Create a project plan
OB	9	Estimate project pricing
OB	10	Demonstrate knowledge of project budgeting, scheduling, and control issues related to development and support
OB	11	Identify tools and resources for the job
OB	12	Identify critical milestones
OB	13	Report project status
OB	14	Identify software packages (e.g., MS Project, FreeWare, Shareware)
OC		**WEB DESIGN FUNDAMENTALS**
OC	1	Define basic web design vocabulary
OC	2	Explain the work flow and production processes of web design
OC	3	Describe principles of graphic and content creation for online media
OC	4	Apply principles of design, (e.g., color theory and schemes, proximity, alignment, repetition, web graphics, optimization, typography) identify technical contraints, and create sample designs showing placement of buttons/navigational graphics and suggested color scheme
OC	5	Identify task appropriate software tools
OC	6	Describe attributes of the Web as a unique medium
OC	7	Use industry standard layout and design principles
OC	8	Define and create storyboards/thumbnails

OC	9	Demonstrate web site accessibility and device standards such as 508 (The legislation referred to as "Section 508" is actually an amendment to the Workforce Rehabilitation Act of 1973. The amendment was signed into law by President Clinton on August 7, 1998. Section 508 requires that electronic and information technology that is developed by or purchased by the Federal Agencies be accessible by people with disabilities. The 1986 version of Section 508 established non-binding guidelines for technology accessibility while the 1998 version created binding, enforceable standards that are incorporated into the Federal Procurement process. In addition to providing for enforceable standards, the amended Section 508 established a complaint procedure and reporting requirements, which further strengthen the law.
OC	10	Demonstrate industry standard skills necessary for web design careers
OC	11	List procedures to capture images with a digital camera
OC	12	Distinguish between digital photography techniques
OC	13	Identify industry standard tags
OC	14	Distinguish between Web browsers, explain how to design for various browsers, and adjust HTML code for browser display differences
OC	15	Demonstrate basic coding of Hypertext Mark-up Language (HTML) and multiple HTML areas
OC	16	Identify web safe colors
OC	17	Identify major file types that can be incorporated within web documents
OC	18	Explain the pros and cons of web editors
OC	19	Identify the use of tables in a web document
OC	20	Apply principles of design to make web documents appealing
OC	21	Compare and contrast advantages and disadvantages of emerging technologies
OC	22	Demonstrate knowledge of transfer protocols (e.g., FTP, Web Development)
OC	23	Demonstate knowledge of CSS and use appropriate CSS techniques
OC	24	Select and use appropriate software tools demonstrating proficiency in the use of digital imaging, digital video techniques, and equipment
OC	25	Demonstrate knowledge of available graphics, video, motion graphics, web software programs, and available project management/collaborative tools
OD		**ADVANCED INTERACTIVE DESIGN**
OD	1	Identify web animation techniques
OD	2	Demonstrate web site publishing and hosting
OD	3	List procedures to capture digital video using a video camera
OD	4	Describe techniques to edit and enhance digital video
OD	5	Identfy web navigation standards (e.g., consistent, functioning, heirarchy)
OD	6	Identify methods for incorporating and creating media for use on websites
OD	7	Distinguish between methods for creating animations
OD	8	Identify methods to add forms, applets, and tables to a web document
OD	9	Identify common file types and link these to the web document to add external images, sound, and video
OD	10	Identify unique characteristics between HTML and other web based languages such as XML and XHTML
OD	11	Identify methods to use visual effects to enhance a web page
OD	12	Compare and contrast client-side or server-side scripting as appropriate for a particular application
OD	13	Identify methods to extend web page functionality (e.g., CGI, ISAPI)
OD	14	Characterize interactive elements of a website
OD	15	Identify the characteristics of a secure web page
OD	16	Identify characteristics of ethical user behavior
OD	17	Discuss web design legal issues
OD	18	Explain the function of a web server
OD	19	Explain the use of databases in e-commerce and web site design
OD	20	Collect and analyze usage statistics
OD	21	Publicize a web design site and submit announcements to major search engines

OD	22	Demonstrate knowledge of the quality assurance process, standards/requirements for QA, develop team relationships to support QA tasks, and perform quality assurance tasks to produce a quality product
OD	23	Demonstrate knowledge of how to use advanced communication protocols by having your own web server over using a hosting company
OD	24	Identify the use of Web 2.0 components of service-oriented architecture, rich internet applications, and social networking on site
OE		**INDUSTRY CERTIFICATION**
OE	1	Describe the process and requirements for obtaining industry certification related to web development and administration
OE	2	Demonstrate the ability to successfully complete selected practice examinations and practice questions similar to those on certification exams
OE	3	Identify testing skills/strategies for taking a certification examination
OF		**CAREER PATHWAYS IN WEB DEVELOPMENT AND ADMINISTRATION**
OF	1	Identify careers in the web development and administration field
OF	2	Search the Internet and other sources for job opportunities
OF	3	Assemble a professional portfolio that contains representative samples of student's work
OF	4	Deliver an oral presentation relating to the professional portfolio
OF	5	Identify potential employment barriers for nontraditional groups and ways to overcome the barriers